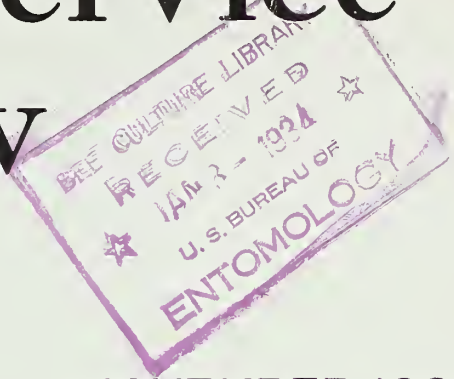


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Extension Service Review



VOL. 4, No. 7

NOVEMBER 1933

A MESSAGE TO EXTENSION WORKERS

IN CARRYING the corn and hog program out to the grass roots you will be causing two million folks to think as they have never thought before. A great many of them will not agree with you. Perhaps none of them will agree with you exactly but, working together, we will have done a greater job than ever has been done before in getting our people consciously to think on a problem which transcends, in its scope and influence, the confines of the locality, the State, and even the Nation itself. We shall be helping individuals to discover their part in making the adjustments that are necessary, if the world is to be made a civilized going concern.

Hawallace

Secretary of Agriculture.

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C.

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In This Issue

ADJUSTMENT of production to demand, reduction of distribution costs, restoration of farm buying power, and their part in insuring recovery from the ground up are discussed by Administrator George N. Peek in his summary of the objectives of the Agricultural Adjustment Act and the progress that has been made in obtaining the results sought.

CHESTER C. DAVIS, Director of the Production Division, Agricultural Adjustment Administration, reviews events of the last 20 years which have led up to the present dairy situation, and points out the necessity of a production-control program for the entire dairy industry.

WHY THE farm homemaker is vitally concerned with the agricultural adjustment is answered by Norma M. Brumbaugh, State home demonstration agent in Oklahoma. She tells how farm women are assisting in carrying out the program and how the money obtained as a result of acreage reduction is being spent for taxes, paying debts, and for necessities in the farm home.



MANY people are better equipped to face the perils of the coming winter than they were last year for they are now assured of a good food supply. During the past summer they have grown gardens on vacant lots, idle estates, donated farm acreage, and public lands. Extension agents helped instruct these people in their garden work and at community canning centers taught them how to preserve their surplus garden produce.

IN SPITE of the mild variable winters in Louisiana farmers are curing ham and bacon, 2,500,000 pounds having been cured by them in 1933. The problem of maintaining a low temperature during the first 30 days of the curing

process was solved by the cooperation of ice plants and cold-storage plants.

FRED C. HOWE, Consumers' Counsel of the Agricultural Adjustment Administration, says that the Consumers' Counsel seeks to keep consumers advised of their relation to the adjustment program, to report progress made, and to protect and represent consumers in the marketing agreements. He asks the aid of extension workers in getting the facts to consumers in their respective States.

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On The Calendar

Great Western Livestock Show, Los Angeles, Calif., December 2-7.
National 4-H Club Congress, Chicago, Ill., December 2-9.
Annual Extension Conference, Fort Collins, Colo., December 11-14.
Farm and Home Week, Colorado Springs, Colo., December 12-13.
Baby Beef Show, National Stock Yards, Chicago, Ill., December 13-15.
Annual Extension Conference, Stillwater, Okla., week of December 18.
American Sociological Society, Philadelphia, Pa., December 27-30.
Annual Extension Conference, Berkeley, Calif., January 2-6.
Annual Extension Conference, College Park, Md., January 8-9.
Annual Extension Conference, Laramie, Wyo., January 8-12.
Farm and Home Week, Baltimore, Md., January 9-13.
National Western Stock Show, Denver, Colo., January 13-20.
Annual Extension Conference, Orono, Maine, January 30 to February 2.
Farm and Home Week, Ames, Iowa, January 29 to February 3.
Farm and Home Week, Madison, Wis., January 29 to February 3.



HUNGRY people without money outside the display windows at stores and restaurants staring wistfully at an abundance of food, make a sad picture. W. G. Meal, New Jersey extension economist, tells us something of what the Government is doing to provide for the direct Federal purchase of food and its distribution to the people who must have it to maintain their health and strength.

S. M. GARWOOD, production credit commissioner for the Farm Credit Administration, outlines the story of agriculture's need for a permanent sound production credit system, how farmers who borrow for production purposes should control it, and how some day it should be owned by them.

Extension Service Review

VOL. 4

WASHINGTON, D.C., NOVEMBER 1933

NO. 7

Recovery From the Ground Up

GEORGE N. PEEK

Administrator, Agricultural Adjustment Administration

YOU CAN'T HURRY the sun. And, you can't hold it back. Not only that, you can't change farm routine around in a hurry, the way you can in a factory. Agricultural adjustment takes time. We would have liked to move faster. Now that we have the set-up established I think that we will be able to move faster. But we have promised no magic, and we promise none now.

This is what we were up against on March 4, last; after 12 years of depression for agriculture, 12 years of headstrong national mismanagement, we were a Nation half busted. The busted rural half, paying boom prices for many years, interest and taxes, had to grow more crops for less money in order to meet fixed charges. As a result they cropped 40 million more acres than before the war; and they were doing this in a changed world, with our former foreign customers shutting out our products.

Therefore, as the present administration came into being, it was confronted with a prostrate agriculture. Farm prices were lower, farm foreclosures were more widespread than at any other time in our history. Farm production was out of hand, disorganized; and that was only part of the trouble.

Distribution.

Distribution tolls were much too high. With farmers receiving the lowest prices on record, many distribution margins were just as wide in 1932 as they had been in 1929. Some were even wider. City incomes had fallen one third; farm incomes, already low, had fallen two thirds since 1929; but distribution spreads stayed wide, and the profits of distributors and processors remained in some instances enormous.

Industry in general, like agriculture in general, was overextended. Unlike agriculture, industry was putting too little money into prices for raw materials from the farm.

The first job of the New Deal is to redistribute buying power, put money into overalls pockets on the farm and

in the factory, start money moving from the bottom up, and reorganize both production and distribution so as to avoid the losses due to cutthroat competition.

Adjusting Production

The Agricultural Adjustment Act passed on May 12. It authorizes an adjustment of production to present de-



George N. Peek.

mand. To induce this adjustment immediate spending power is seeded to the grass roots through benefit payments to farmers. The act further makes possible an adjustment of distribution methods and costs, an adjustment of debts, and an adjustment of the dollar, if need be. It also permits auxiliary devices such as our recent stabilization activities in butter; induced exports, as of Northwest wheat; the combination of farm surplus relief and hunger relief now being undertaken through Harry Hopkins' Federal Emergency Relief Administration; and the activities of our Commodity Credit Corporation.

In the 7 months or so since the Farm Act passed we have had to fight catch-as-catch-can on every front, taking the

crops as they came along; or in some instances, as they were ripening. Cotton picking was starting in the southern end of the belt before we had our program started. We put on a campaign and took 10½ million acres out of cotton, more than a quarter of the entire planting. And now we have moved to plant for the coming year not 40 million but 25 million acres of cotton.

Wheat was ripening in the Winter Wheat Belt by June. Faced with a world carry-over and with more than half of it piled up in this country, we plunged into that situation, and attempted to square it with the fact that world markets are, for the time at least, very largely closed against our wheat. We have signed up the growers of about four fifths of the acreage sown to wheat in this whole country to reduce their plantings for the 1934 harvest by 15 percent. The large wheat-producing States have signed up at least 95 percent.

At the same time we had to take hold of the tobacco situation, with governors of Southeastern States closing markets just when farmers' tobacco began coming to market. We secured a voluntary agreement with the big tobacco companies giving farmers nearly a parity price on the domestic part of their crop. Another voluntary agreement was made between the rice growers, millers, and the Secretary of Agriculture, which assures growers of the parity price this current year.

Milk Situation

I cannot speak here, at length, of the special crops, but I do want to say something about milk. That is the thorniest and the most explosive problem that we've hit. We have found every conceivable difference by regions and violent differences between groups—differences between producers, differences between processors, differences between gangsters.

In some places the milk racket is second only to the liquor racket. I believe that before we can get going right toward general solutions of this problem,

we must go to the mat, locally, carry the facts on the local situation right to the municipality, and on back to the farmers; show them the whole picture; not only the underworld levies on milk distribution costs, but the margins of big and small distributors. We must so arouse the people to conditions as to make them put on the heat, clean up the mess, and close the spread.

The corn and hog situation, with its closely knit interrelationships, raises tremendously complex and difficult problems. You cannot solve them by stopgap measures. You must have time, patience, planning, and cooperation for fundamental remedies.

Corn and Hog Program

The 350 million dollar corn and hog program that we are now pushing is the biggest we have undertaken. We are attempting to reduce our corn acreage 20 percent next year, in rental payments for corn land at the rate of 30 cents per bushel of production. Farmers who cooperate will receive these payments. In the same motion, we will attempt a 25 percent reduction in litters farrowed and marketed, and we will make adjustment payments at the rate of \$5 per head on the 75 percent that are raised. The first adjustment checks are expected to go out to the corn-hog country early in the coming year. Meantime, the Commodity Credit Corporation will make loans on corn properly warehoused and sealed on the farm in the States where there is a farm warehouse act. Loans will be made in these States on the basis of 45 cents per bushel for No. 2 December corn, Chicago, and other basing points, to farmers who sign agreements to cooperate with the corn-hog reduction program.

Like all other adjustment payments we are making to farmers, this money that is going out to the Midwest is not to be just a shot in the arm, to stir up new buying for a while. These payments will secure a reduced planting of our basic crops, and should assure in future years a more solid base for agriculture. Land taken out of production may be used in soil building and erosion-preventing crops. The money we are now receiving from processing taxes and paying to farmers will make it possible for them more nearly to adjust their production to demand. That is just what every well-managed industry does. Wasted harvests hurt everybody. Smaller harvests will raise and help stabilize the level of farm prices and will bring our farmers solidly and permanently back into the industrial markets as buyers of goods.

A Winter Meat Supply for Louisiana

THROUGH the use of "guaranteed weather" the farmers of Louisiana have been able to completely round out their live-at-home program by saving their own meat supplies.

In 1931, farmers saved 5,000 pounds of ham and bacon; in 1932, they saved 400,000 pounds; in 1933, the total reached 2,500,000 pounds. The agricultural extension forces hope to see this latter figure increased to 3,500,000 pounds in 1934.

Meat curing in Louisiana has always been a risky business because of the mild and variable winters. In order to successfully cure hams and bacon it is essential to have a temperature no higher than 45 degrees for 30 days during the curing process. Therefore, it was necessary to procure the cooperation of ice and cold-storage plants before the Extension Service was prepared to launch upon a meat-curing campaign. K. F. Warner, animal husbandman in meat extension of the United States Department of Agriculture; W. T. Cobb, extension animal husbandman, Louisiana Extension Service; and J. B. Francioni, head of the animal industry department, Louisiana State University; secured this cooperation. Many of the larger commercial cold-storage plants offered free storage space for meats to farmers, and others offered the service at rates ranging from 1¢ to 2¢ a pound.

From January to March 1932, meat-cutting and meat-curing demonstrations were held in 30 parishes with nearly 5,000 farmers attending. Approximately 400,000 pounds of meat were cured according to specifications. All agencies including county agricultural and home demonstration agents, vocational teachers, cold-storage plants, civic clubs, and even churches cooperated. It was this cooperation that put over the 1933 program.

At Bunkie, Avoyelles Parish, the citizens became so enthusiastic over the meat-curing program that a parish-wide festival was arranged. Meat-cutting, vegetable-canning, and meat-canning demonstrations were held and some 2,500 persons were in attendance. The agents of this parish are F. A. Swann and Florence E. Straughen.

In Morehouse Parish, farmers placed 25,000 pounds of meat in cure. The agents, H. A. McPherson and Irene Ford, decided that a community smokehouse was needed. The house was built near the ice plant and the plan worked so well that a community canning center was added later. A similar story might be told of a score of other parishes.

Teaching farmers to cure their own meats through the use of "guaranteed weather" has been one of the most successful projects ever inaugurated by the Louisiana Extension Service.

Nevada Ranchers Save Food Costs

CONSUMPTION of more home-grown products by Nevada ranchers has been clearly shown in studies made by the Nevada Experiment Station. Larger quantities of livestock products, which would have returned very little cash if sold, were consumed, and a part of the labor which would have been necessary to fit the livestock for market was used in the production of larger gardens.

In the Newlands project the garden acreage in 1932 was double that of 1931. The figures, which were taken from records kept on representative farms in the Newlands project, Truckee Meadows, and Carson and Walker River Valleys, reveal just how the western Nevada farm family reduced its living expenses.

The total cost of food per person decreased from \$181 for the average of the previous 4 years to \$106 for 1932 in the Carson Valley, and from \$154 to \$90 in the Newlands project. Even though part of this decrease is due to a change

in purchasing power of the food dollar, a marked live-at-home tendency is evident.

Food purchased decreased from \$116 to \$64 in the Carson Valley, and from \$100 to \$55 in the Newlands project. The decrease in the value of livestock products was from \$65 to \$42 in the Carson Valley and from \$54 to \$35 in the Newlands project.

The decrease was 45 percent for the purchased food and 35 percent for the home-grown livestock products in both districts, although the quantities of the livestock products used in 1932 were greater than for the previous years.

NEARLY three hundred thousand more dollars came into Brown County, S.Dak., last year as a result of the crop-improvement program conducted in that county by the county agricultural agent, the crop-improvement association, farmers, and business men.

Agricultural Adjustment and the Dairy Situation

CHESTER C. DAVIS

Director, Production Division, Agricultural Adjustment Administration

WE HAVE BEEN charged by Congress with the task of obtaining so far as possible prices of pre-war purchasing power for farm products. We realize that the total income of farmers from dairy products averaged more than \$1,800,000,000 during the period from 1929 to 1932. That amount was greater than the gross value of the product of any other branch of American agriculture. In 1932, it constituted approximately one fourth of the total farm income. For this reason it is highly important, in any program calculated to restore farm purchasing power, that we pay a great deal of attention to the situation of the dairy farmer.

It must be borne in mind that while the purpose of the Agricultural Adjustment Act is to increase farm prices to parity, the act itself sets forth the way to achieve parity. The policy of Congress is clearly stated. It is "to establish and maintain such balance between the production and consumption of agricultural commodities" as will reestablish prices.

In planning every part of our adjustment program, we have found it necessary to look frankly at all the pertinent facts. To understand the present dairy situation, it is necessary to review the events of the last 15 or 20 years which have led up to it. The World War brought an intense demand for food. In the effort to produce as much as possible, many million acres of grass and pasture lands were plowed up and put into wheat and other cultivated crops. When the abnormal demand brought by the World War had passed, the capacity of our agricultural plant had been expanded beyond the needs of the market. In their attempts to find what they could produce profitably, farmers shifted from one crop to another. We had successive and sometimes concurrent surpluses of wheat, cotton, corn, and other products. As each wave of overproduction struck the

market, the price of the product fell to ruinously low levels.

Advantages of Dairying

Meanwhile the dairy industry was much more fortunate than the rest of our agriculture. It was not as easy for farmers to go into dairy production quickly as it was to get into wheat and cotton. Moreover, the demand for dairy products followed a mounting curve. This increase in demand was due partly to the fact that the consumers in the

the post-war decade 1 pound of butterfat would purchase about 30 pounds of grain. In December 1932 the same amount of butterfat would buy 60 pounds of grain. In the West Central States this relationship reached a point at which 1 pound of butterfat would purchase 75 pounds of grain.

But it was inevitable that the relative advantage enjoyed by the dairy industry should be only temporary. One of two things was certain to occur: Other groups of farmers, observing that

greater profits were to be had in dairying, would shift to it if their own condition did not improve otherwise; or, if their condition did improve, the prices of grain would go up and dairymen would find it less profitable to continue intensive feeding of their cows.

Dairying Increased

As a matter of fact, there was considerable shifting to dairying in the period previous to 1929. The dairy farmers themselves were responsible for part of

Controlled Production Keystone of Dairy Plan

WHAT HAS been done so far under the Agricultural Adjustment Act to benefit dairy farmers is incidental and preliminary to the building of a national plan for the dairy industry as a whole. The keystone of the plan is controlled production.

Dairymen should at once recognize that they have a problem in production control. Licensing and agreements and attempts at stabilization are merely temporary expedients to tide over a bad situation. They are ultimately unenforceable if they are out of line with economic facts. If dairymen fail to recognize these facts, they need not expect indefinitely to get a continuous flow of agreements and licenses in Washington.

H a w a l l a c e

cities were relatively prosperous, with wages on a high level, and could buy greater quantities of milk than previously, and partly to the fact that new discoveries by nutrition scientists directed attention to the extreme importance of dairy products in the human diet. It must be said for the enterprise of the dairy industry that it followed up these discoveries with great effectiveness through its educational and advertising campaigns.

The dairymen had two other advantages. There was no exportable surplus of their product and therefore it could be and was protected by a tariff. In addition, grain prices were extremely low throughout that period.

Purchasing Prices

During the pre-war years, and up to 1920, 1 pound of butterfat would buy approximately 20 pounds of grain on the average in the United States. During

this. They proclaimed to the world that the dairy cow was the most important source of prosperity on the farm. Those who had breeding stock to sell fostered sales and advertising campaigns. Railroads and business interests cooperated in sending special trains over nondairy regions from New Orleans to the Pacific coast, to spread the gospel of the advantage of dairying and diversified farming.

This inevitable shift, and the continued high ratio of butterfat value to grain value, caused a steady increase in the number of milk cows in the United States, until it reached an all-time peak of more than 25 million at the beginning of 1933.

Effect of Depression

The advent of the business depression caused a serious curtailment in the demand for dairy products at the existing prices. The index number for the prices of dairy products fell from 140 in 1929

to 123 in 1930, 94 in 1931, 71 in 1932, and 59 in March and April 1933. It was 76 in September. The September 15 price of butterfat was 19.6 cents, 64 percent of pre-war purchasing power parity.

The effect of the increase in the number of producing cows and the decrease in consuming power was minimized for a time by the restriction of milk production caused by the prolonged periods of severe drought which prevailed over wide production areas. It is only recently that the dairy industry has begun to feel the full effects of excess production and lowered consumption.

Future Outlook

In formulating an adequate program, we need to consider not only the past and present situations, but the outlook for the future.

The trend of production is somewhat uncertain, because of several factors which, at this time, are difficult to evaluate definitely. While the number of milk cows on farms is very large, the high cost of grain is almost certain to mean less intensive feeding in the commercial dairy areas. This in time, will tend to cut down milk production. Also, increased culling may tend to decrease the number of milk cows.

The prospect for improved demand for dairy products has some distinctly bright spots. As employment gains and pay rolls increase, the demand for milk, butter, and cheese is certain to grow. While this demand is growing, a development of more immediate importance is the provision whereby the Federal Surplus Relief Corporation will purchase and distribute surplus farm products and other supplies among the 3,500,000 families on relief rolls this winter. The plan is to see that the families on the relief rolls are properly nourished, and this means that they will receive a much greater amount of dairy products than they have been using.

Not only will purchase of these products help the immediate situation by reducing the burdensome surplus, but it will have effects reaching far into the future to benefit the dairy industry. People who never have used much milk or butter will form the habit of making it an important part of their diet. And, past experience shows that once people have formed the habit of using dairy products they do not easily lose it.

Production Control

Your immediate concern, as extension workers, is, of course, with the Agricultural Adjustment Administration's pro-

gram of assistance to the dairy industry. The first portion of this program—the formulation of marketing agreements covering the various fluid milk areas—is already well under way, and you are familiar with it. But, it has been evident for some time that a production-control program for the entire dairy industry is needed. On August 17, at a meeting of dairy leaders with officials of the Agricultural Adjustment Administration in Washington, Secretary Wallace promised to aid the industry by making available up to \$30,000,000 for the purchase of butter. At the same time he made it clear that this stopgap measure, a kind of temporary bridge, was absolutely conditioned upon steps being taken to dam the main stream with an effective milk production-control program.

Benefit Payments

Secretary Wallace has officially announced that benefit payments on milk and its products are to be made. At a hearing held to determine the amount of processing tax to be levied, witnesses appeared in support of the following points: (1) That the imposition of the full rate equal to the difference between actual farm prices for butterfat and the parity or fair exchange value would be injurious to consumption and create a surplus; (2) that the use of a moderate rate throughout the succeeding year would be acceptable to the dairy industry and in connection with a production-control program would tend to reduce the burdensome surplus; (3) that a compensating tax on oleomargarine should be imposed on the same unit rate as for butter to remove any disadvantages in competition. The plan is that funds from this tax should be used, at least in part, for benefits to be paid to farmers who co-operate in a production-control program.

While the details of this program remain to be worked out, it is becoming increasingly clear that it must take into consideration all milk which goes into commercial channels, whatever the final product. Unless we do that, we shall find that while we have improved the situation with respect to one dairy product, we have only increased the surplus of the others.

Feeding Practices

Whatever form the production-control program takes, I cannot emphasize too strongly my conviction that individual farmers will find it profitable to follow recent recommendations of the United States Bureau of Dairy Industry in modifying their feeding practices.

Investigations by this Bureau indicate that many dairy farmers would find it advantageous to change their system of farming and keep most of their land in permanent grass and legumes, feeding very little grain, if any. The pastures and other roughage would be the base ration, and grain would be fed only when the resulting increase in production could be obtained at a profit.

In other words, most dairy farmers would find they would actually make more money by doing less work. In addition, the aggregate effect of their adjustment to less intensive feeding would be a decrease in the total supply of milk, which in turn would bring better prices.

This change to less intensive feeding might well be made, even though no production-control program were contemplated. But with such a program in prospect, the modified practice recommended by the Bureau of Dairy Industry becomes especially important. This, it seems, points the way to a method by which, with the assistance of the Agricultural Adjustment Administration, the dairy farmers can actually bring about a reduction in the supply of milk with little trouble or loss of income to themselves.

Wayside Market Exhibit

The daily sales at the farm and home wayside market exhibit at the New York State Fair this year averaged \$120 a day and proved that roadside markets may bring good business when run on a business basis. The market was planned by the State Department of Agriculture and Markets, the State Colleges of Agriculture and Home Economics, and the New York State Federation of Home Bureaus, to indicate a profitable way for homemakers to market their home-made and home-grown products. The market was operated by the New York State Home Bureau Federation.

The exhibit was planned to attract buyers of fresh and canned fruits and vegetables, baked goods, beverages, flowers, and home-craft articles. Its greatest value was to show farm men and women how to get an additional income from their home products without the expense of transportation or handling.

The exhibit included a portion of a house, with a stand for displaying crafts built under the front windows and shaded with an awning, a part of a lawn where umbrella-covered tables were used to serve refreshments; and a marketing stand for fresh and canned foods.

The Farm Homemaker and the Acreage Reduction Program

NORMA M. BRUMBAUGH

State Home Demonstration Agent, Oklahoma Extension Service

IT APPEARS that the farm homemakers of Oklahoma have welcomed the opportunity and responsibility to assist in putting the Agricultural Adjustment Act into effect. Their place has been on the side lines, a quiet, encouraging army waiting until the total acreage was pledged and until the notice came to

pledge for acreage reduction. The farm homemaker has been a large factor in the success of the Agricultural Adjustment Act thus far, though perhaps unheard and unobserved.

Though there may be no tangible way of measuring the farm homemaker's assistance in the Agricultural Adjust-

neighbors in the plan to bring a cash income to the farm family.

Each farm family in Oklahoma that participated in the cotton acreage reduction program will receive approximately \$152. This money will go back into the farm and farm home and to meet the needs of the family. Available evidence indicates that this money will, for the most part, be wisely spent. The farm women tell us that first of all, the money is being used to pay taxes and to reduce or pay off debts. Mrs. D. R. Steves, route 3, Olustee, says: "When we learned of the cotton acreage reduction program, we were glad to cooperate. We have faith in our Government and felt that it was the thing to do. Paying our debts and holding our cotton for a better price are the greatest benefits that have come to us from plowing up our cotton. To be out of debt means more happiness and contentment."

"Plowing up our cotton has enabled us to make a payment on our home, to put in a new floor, to get new linoleum for the kitchen floor, and to build a new cellar," says Mrs. Edward Cole of Duke, and then further states that, "I believe if we had not plowed up part of our cotton, we would have had to sell it for 4 or 5 cents today."

The cotton acreage reduction program meant the fulfillment of Mrs. Jack O'Neal's dream for a new kitchen stove. "We bought a second-hand oil stove when we started housekeeping and every year we planned to buy a new stove, but it seemed that something happened each year to take our money. When we received our check from Uncle Sam, we decided it could not be spent in any better way or assure us any more happiness than to use it in buying a new cook stove. I say happiness, for it makes a housewife happy to have a stove that cooks quickly, is free from soot and smoke, and good to look at. With such a stove, she can go about preparing a meal, singing merrily."

Truly the farm homemaker is vitally concerned with the Agricultural Adjustment program, and she hopes that it will help to make possible enough necessities, comforts, educational opportunities, and pleasures to provide at least reasonable satisfaction and happiness for her family.



This new kitchen stove was bought by Mrs. Jack O'Neal with the money received from the Government for cotton acreage reduction.

the farmer to plow up the pledged acreage. This program has had results beyond their hopes and expectations. It has meant fewer broken school terms for the children, the absence of many mothers from the cotton fields, needed medical attention for the children, clothing for the family, conveniences for the kitchen, and many of the other necessities and comforts of rural life.

What has been the farm homemaker's part in this program? First of all, she has been concerned to know what the Agricultural Adjustment Act is and how it might be expected to operate. The Agricultural Adjustment Act has been explained and discussed at home demonstration club meetings and at meetings of the county federation of home demonstration clubs. But the greatest assistance that the homemaker has rendered in helping to make this plan effective has been in her own home. Here she has counseled with her husband when he was discouraged over cotton prices and the outlook for the new crop. She has said, in many instances, that word that has encouraged her husband to make his

ment program, certainly there are many measures of the benefits of this program. While the writer was on field trips the past few weeks, farm homemaker after homemaker has told the story of what the cotton acreage reduction program means to her and her family. In one family the children have had an unbroken school term thus far and the mother has not been in the cotton field. In another home the family has a better food supply than heretofore, for the homemaker and her daughter were in the house canning vegetables and fruit when these products were at the best stage for canning. In still another home a story was told of the acres that the farmer had sown to soil-building crops and to the production of more food and feed which will eventually result in a more comfortable and happy home life because of a more productive farm.

In a central cotton county a homemaker told of a community brought together through voluntary cooperation in the cotton acreage reduction program. In this community the Mexican farmers and their families joined with their

For the Consumer

A MEMBER of the editorial staff of the REVIEW interviews Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration.

THE office of the Consumers' Counsel was on the third floor of the new Administration Building of the Department of Agriculture, and since there was no sign forbidding entrance, I walked boldly in intent on getting a clear picture of the Consumers' Counsel, his work, and objectives for home demonstration agents and county agricultural agents. There was such a din of activity; men coming and going, telephones ringing and typewriters clicking, that I hardly knew where to turn, but soon located Dr. Howe himself, a scholarly looking man and the busiest of all.

Awaiting my turn, I thought, "So this calm and kindly looking man is the champion of the common people, written up in Who's Who, the author of numerous books and pamphlets on democracy and Government reform, and with a long and distinguished public-service career." Very soon he came to me, and when he understood my errand, leaned back in his chair, took off his glasses, and tapping them on his forefinger, said:

"I am particularly glad to talk to extension agents because we are depending upon them to help us. The success of our work will depend upon how many people know and understand our findings. We must get our facts to the consumer, and for this we are putting a great deal of hope in your agents."

"What is the object of your work here?" I asked taking out paper and pencil.

Purpose of Organization

"Well", said he, "there are two basic purposes for our organization: first, to keep the consumers advised of the farm program and to report to them how much they are contributing to the farm adjustment plan; second, to protect and represent the consumers in the marketing agreements."

"And, just how are you going to do this?" I asked.

"Take the first part of our purpose, to interpret the farm act to the consumer. This is being done by publishing the facts as to price advances on processed agricultural products, such as bread, and analyzing these prices to see how much of the advance is due to rise in cost of material. This tells the consumer just how much of the increased price he pays is passed on to the farmer."

"Will just that prevent unwarranted price increases?"

"Yes; I think so. Take the case of bread. Bread prices took a sudden jump in July and seemed to bear no relation to the cost of the material in them. We made a study of the price of bread in various cities and the cost of producing it, and published our findings in several press releases. The effect of our checking on bread prices, I believe, has been useful in keeping prices in line with legitimate increases in the cost of wheat and wages."

"Have you noticed any effects in other commodities?"

Study on Cotton Cloth

"We made the same study on cotton cloth. This proved to be a very much more difficult problem because the data available were more limited, but, by the way, we did have a very interesting development in this work. Textile manufacturers complained that the processing tax was increasing price and ruining sales. Through our own investigations we found that retail stores were representing to consumers that the rise in price was due to the processing tax, and our studies showed that this was a very small percentage of the price. To get at the root of the matter, a conference was called with a number of department-store executives. It was a most interesting and enlightening conference. They brought typical invoices of cotton goods which reflected rising prices for products composed principally of cotton, and, after some discussion, decided that the cotton processing tax was a negligible part of the advanced prices of cotton goods and in most instances absorbed by the retailer. We gave due publicity to these findings and have heard little complaint since from textile manufacturers about the processing tax raising the price of cotton cloth."

"Where can these facts be found?"

"Every 2 weeks we are putting out a compilation of information on prices called the 'Consumers' Guide.' The first issue was dated September 14. We are also issuing the information as soon as available in the form of press releases."

"It is my opinion that the manufacturers and distributors are going to play ball with the consumers and not pass on more than the increased cost, but, of



Fred C. Howe.

course, there will be some who will try to take advantage of the situation. Our work will also protect the fair merchant as well as the consumer."

"We feel sure that when the consumers are convinced that the extra money they have to pay is going to the farmer, they are ready to stand the expense. Of course, the expense cannot be piled up without an increase in income of the consumer, and this is what our program aims to do, to keep the program in balance by maintaining a constant check on prices."

"And what are you doing on your second basic purpose to represent the consumer in the marketing agreement?"

"We now have a staff of 16 specialists with training and experience in the production and distribution of the basic commodities. These specialists attend the hearings and join in the marketing agreements as a representative of the consumer."

"Thank you, Dr. Howe. Our home demonstration agents are getting copies of your Consumers' Guide and we are getting many favorable comments on it. Several agents are using the material in local newspaper columns or in planning special home demonstration club meetings for farm women. They, too, are very close to the problems of the consumer and are welcoming your service as something they have needed for a long time."

Rising and shaking hands with me as I prepared to depart, he finished by saying, "Tell your agents that we will do the best we can for them and together we will take our place in the new agricultural adjustment scheme, a very important place, that of keeping the program in balance."

What Makes a County Adjustment Campaign Successful?

COUNTY AGENTS made good on the production-adjustment campaigns which have already been completed. President Roosevelt congratulates the agents and leaders on the fine job done. Secretary Wallace, in a letter to Director Warburton, appreciates the excellent work done by agents in the wheat and cotton campaigns. The Government and the press acknowledge their success.

Just what was it in the extension organization and program which proved most useful in taking hold of such an emergency campaign? What methods will be most efficient to use in the campaigns now being launched? To get some further light on this subject, we wrote to the extension directors in several of the cotton and wheat States, asking them what some of the county agents who had made especially good records thought about this subject and what methods they had used. Replies from three States are given below; others will be given in a later issue.

Organized Action

The success of the emergency cotton plow-up campaign in Arkansas was the result of definite organized action. Those who attained the most successful results achieved these because of careful selection of committees, tactful and aggressive direction of the work of the committees, and group action as far as possible in securing the signing of contracts.

Unusual and spectacular methods were not widely used, and did not seem to help greatly where they were used. Through public meetings, the support of leading citizens, and excellent cooperation from the press and radio stations, the message was carried to all farmers. The proposition was so sensible and with such a good business appeal that it was not difficult to secure a response to it when it was once understood.

The conscientious, intelligent work of community committeemen, checked by active county committeemen and directed by the county agent, is the thing that made the campaign successful. The hard work of these men who had the respect and confidence of their neighbors and who impressed all whom they contacted with their sincere belief in the plan of the Agricultural Adjustment Administration, and their earnest desire to see it succeed drove it through successfully. County agents used most methods known to them for getting a rapid spread of information. The human force that they were able to assemble in pushing the plan through was the real element that made it successful.—T. Roy Reid, assistant director, Arkansas Extension Service.

Following a Plan

The success of the Clinton County, Ind., Wheat Production Control Association was very largely a matter of following the plan worked out in the beginning by those who thought it through.

The first steps in the work were the selection, and appointment of temporary workers in each township—beginning with the best man we could find, located at large, as chairman. This chairman

was given a campaign committee, consisting of 1 man from each of the 4 corners of the township, and 1 near the center, making a total of 6 workers to carry on the work. These five assistants were chosen by the agent with the assistance of the township chairman.

On August 28, these 84 men, 6 from each of the 14 townships, were called in to hear the work explained by 1 of the emergency agricultural assistants, and 80 of them were present. Following this meeting, the campaign began, with a series of meetings covering each township, in rapid succession, at which plans were discussed and questions answered.

At the close of this series of meetings, all necessary papers having been received from Washington, we started again on the second series of meetings, with blanks, work sheets, and the like to aid us. We held 14 more meetings, 1 in each township, laying special emphasis on the work sheet and how to figure the farm facts wanted.

On September 19, all who had signed applications for contracts met, and elected a member from their own group to act as a permanent chairman and represent them on the county board. With one exception, the temporary men were chosen as permanent chairmen, showing that we had used good judgment in our first choice. Man power, with proper selection, is very important in work of this kind. At this same meeting the community committeemen were elected—two from each township.

On September 22, 40 of the 42 community committeemen met and the county organization was set up, according to the number of bushels signed up on applications for contracts. These county officers with their community committeemen, finished the application signing and have charge of getting the contracts made up and signed.—E. M. Rowe, county agent, Clinton County, Ind.

Information but No Argument

"Give complete information to everyone but absolutely refuse to have any

arguments," was the slogan of the wheat committees in Tippecanoe County, Ind. The growers generally had many questions, which were welcomed. They were asked to adopt the following stock question to ask of themselves: "What is the answer, to my question, which will make the plan work out the best as a whole?" This idea of "no arguments" was borrowed from John Hull, county agent of Vanderburgh County, Ind., and resulted in a fine poise on the part of lay members of the wheat campaign. Effective work on the part of temporary and permanent committeemen, who were given much responsibility and all of whom had the respect and confidence of the communities; a staff of three most efficient stenographers in the county agents' office, who worked carefully and speedily; a local press that carried complete stories on the progress of the work; and a fine general citizenry in the county account for the smoothly running wheat-adjustment program in Tippecanoe County.

The use of the word "campaign" was avoided when referring to the work, it being thought of more as a fundamental step to be taken by all citizens, however, an entirely voluntary step. The committees, the meetings, the regulations, and the like were respectively referred to as "governmental." A special effort was made to have everyone present at the meetings.

The first step in the work was a series of discussions at the general farm meetings of the county during July and early August, which dealt in a general way with the necessity for some unified action, on the part of all citizens, to control the point of supply in the problem of supply and demand.

The second step was a series of township meetings planned by the township temporary committeemen, which were held during August, devoted entirely to the work of presenting a very specific statement of the general economic situation, with the wheat situation being presented in detail, each meeting closing with an authorized statement of the

wheat regulations illustrated by a specific farm example and clinched by a "prepared" question and answer session.

A second series of meetings immediately followed the first. Each of these meetings was divided into three parts; the first, a question and answer half hour; the second was a step-by-step filling out of the wheat allotment application forms (W-22 and W-8) by everyone. Following this, the third division of the program was the election of the permanent committee from among, and by, those who had their applications filled out as completely as possible and signed.

In the election the citizenship duties of service on the committees were briefly stressed before the nominations were made. Also, according to a suggestion from the Indiana county agent leader's office, instructions were given to the presiding officer to first call for the nomination of 6 growers, then to have ballots passed instructing that everyone should vote for 3, the 3 receiving the most votes to constitute the committee and the 1 receiving the most votes to be declared chairman and director from the township on the county committee.

Following these meetings every applicant completed his application forms, assisted by the township committeemen. The forms were then checked for errors at the county agent's office; approved by township, county, and State committees; published; contracts prepared and signed, and finally inspected for errors, corrected, and shipped to the wheat section.—S.B. Pershing, county agent, Tippecanoe County, Ind.

Wheat Situation Explained

The first steps taken to organize Dubois County, Ind., and proceed with the campaign included making an analysis of the means of approach and attack. They may be grouped under the following headings:

1. Newspapers.

2. Circular letters to farm bureau members, bankers, business men, teachers of public schools, churches, and political organizations, in which emphasis was placed on the patriotic duty of all.

Timely articles on the wheat plan were given to the 5 county newspapers and all cooperated 100 percent.

The first call for a county meeting consisted of 1 man from each township, a total of 12. Nine of the 12 present were township farm bureau chairmen. Dubois County has 500 farm bureau members and the organization was used as a nucleus for sponsoring the activity. At the first meeting the charts from Washington, in addition to others prepared by this office, and fruit jars filled with wheat showing the position of the world

wheat supply were presented. At this meeting the county farm bureau endorsed the plan.

A circular letter announcing the first educational meeting at 16 different points was sent to every wheat producer in the county. The 16 meetings showed an attendance of 1,187. Charts, fruit jars with wheat, and the like, were used to put across our position in the world wheat situation. Each time a circular letter was sent it was followed closely by an explanation in the local newspapers.

At the second meeting, which was called for the purpose of explaining the application, a temporary committee of three was appointed from the floor with approval of the group present. These committeemen were carefully selected with respect to their position as wheat farmers and other qualifications which made them acceptable to the community. The day following each meeting the community committee returned to the same place and assisted with applications. As soon as the first campaign was over the entire mailing list was checked, sending those who had not signed an invitation to come to the county seat and sign the application. This kept 12 men busy for 3 days signing applications. At this time, a report in the papers showed some townships almost completely signed. Another circular letter was sent to those not signed, calling their attention to the fact that all that could qualify for an allotment were signing applications.

While the whole campaign was in progress a personal visit was made to the bankers in the county and the plan explained to them, securing their endorsement. The business men's organization endorsed the plan and carried a one-fourth page ad asking that the farmers cooperate and secure their share of the wheat money in order to assist in balancing the National Reconstruction Administration program.

A personal letter was sent to a number of pastors in the various churches, asking them to do what they could in justifying the program to their people. In practically every case the Sunday sermon was based on the wheat-allotment plan, and it certainly brought results. A series of church picnics and a farmers' picnic afforded a great opportunity for keeping the public constantly informed about the progress being made. At a county meeting of the public-school teachers, a brief explanation was given to them asking their cooperation.

Being a native of this county, having been on the job in extension work for the past 6 years, speaking the German language, knowing the habits and customs of the people, and assisted by a

stenographer who was in no small measure responsible for the 995 applications that were obtained in Dubois County, were perhaps factors that aided materially in the wheat-adjustment plan.—C. A. Nicholson, county agent, Dubois County, Ind.

Efficient Farmer Committees

It is estimated that Barton County, Kans., will have 98 percent of its wheat land under allotment contracts this fall. This estimate is based on the fact that nearly all of the wheat land is now represented by 2,325 applications.

Smoothly and efficiently operated farmer committees have been the main factor in Barton County's success. We held 21 educational township meetings during the early part of the campaign, and, with the exception of 1 or 2, I found it unnecessary to give the local committeemen any assistance.

A few days before the actual field work began in Barton County, 10 wheat growers gathered at Hays, Kans., for 2 days of preliminary instruction. Following that meeting, an organization meeting was held in the county agent's office in Great Bend in order to outline the educational work. Two additional committeemen were added and on August 7, this committee went out in teams of three to give the details of the wheat allotment plan to the farmers.

There was a total of 3,620 people attending the 21 meetings. Practically every acre of the 329,000 acres of Barton County wheat land was represented. Pre-application forms were handed out at all of the meetings so that growers might fill in the information which would be necessary a few days later for completing applications.

Each of the educational committeemen was assigned two townships for application signing, and growers were advised as to place of signing. As soon as application signing had reached a sufficient point, the Barton County Wheat Production Control Association was organized with H. A. Praiger elected president and chairman of the county allotment committee, and W. D. Esmiller and Harry C. Bird as his fellow committeemen. All of these men, with the exception of Mr. Esmiller, were on the original educational committee.

The secret of success in any county is in having efficient and well-informed committeemen. These men know the farmers to whom they are talking. They know the farmers' problems and are better prepared than anyone else to put out the information and supervise the wheat allotment work in the field.—Sherman Hoar, county agent, Barton County, Kans.

Improved Farm Living



4-H club girl and part of the food she preserved.

THE boys' and girls' 4-H clubs of West Virginia have built for their State an institution which since its start has devoted itself to the betterment of rural living. Conceived with the idea of a new meeting place for their annual gathering and having as an ideal the development of rural leadership, the camp has grown from one building and several tents to a plant valued at nearly one half million dollars.

Less than half of the permanent equipment was purchased with State funds. County cottages have been paid for in many ways, such as money obtained from box socials, old-hen days, individual donations, and volunteer labor. The cottages are valued at \$2,000 to \$20,000, and are used as classrooms and sleeping quarters. The camp site contains 500 acres of beautiful scenery typical of West Virginia.

This summer more than 3,000 of the youth of the State and adults received leadership training at the camp, and it is

estimated that 50,000 people visited the camp activities. A part of the land, suitable for gardening, was put into subsistence gardens, and the camp maintained a canning kitchen, managed by a 4-H girl, where over a thousand dollars' worth of food was saved. A part of this was sold to visitors to pay the expense of the project.

Self-Improvement

In both the summer and winter activities of the camp definite plans are carried out in aiding the youth who attend to find their niche in life's work. Various plans of instruction are followed in giving them aid in their efforts to bring about a self-improved life. The summer campers have their expenses paid as awards for excellence in leadership or project work. The winter group pay their way by selling products of their handicraft.

County agricultural agents and home demonstration agents select those boys and girls who are to attend the camp. The camp attempts to aid them in the development of the 4-H ideals and tries to give them material which will enable them to better meet the religious, mental, social, and physical demands of their community. They return to their homes where they form a valuable staff of assistants for their county agricultural and home demonstration agents.

Volunteer Leaders

The older 4-H club members in their search for service have formed a group of volunteers in leadership, and the word "volunteer" is not violated. They give



A club boy and the desk he made.

freely of their service, in the direction of 4-H clubs, in county camps, and other community activities. They form an important link in the county extension service organizations; they are in a thousand rural communities, a part of that community's life, a key for the entrée of new ideas and developments. The story of this volunteer plan and its support, is almost as interesting as the work the volunteers do.

Since the idea of the camp was conceived 20 years ago, W. H. Kendrick, assistant director of agricultural extension service, in charge of the State 4-H camp, has had the support of many outstanding business men of the State—men who had been searching for some way in which to aid the youth of the State. From the start, they have backed the development of the camp.

After the camp became established and the people of the State had an idea of the service it could render to them, these same business men and women, with their ever-increasing membership, asked Mr. Kendrick how they could be of further aid and the Volunteer-Patron's Association was formed. To be a patron the business man or woman must furnish one, or more, \$25 scholarships, to the State Volunteers Conference. The volunteer who is awarded the scholarship does the following things: First, he or she must attend the 10-day training conference at the State 4-H camp; second, they must agree to give 1 month of free work to the 4-H clubs of their county; third, the volunteer will send to an assigned patron, a

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West Virginia's 4-H Club Camp, located at Jackson's Mill, 5 miles north of Weston, on a farm which was the boyhood playground of General "Stonewall" Jackson.

Production Control and Consumer

SHOULD production be cut when so many of the unemployed are suffering from lack of food? Will buying the surplus food for Federal relief activities stimulate production? Can producers and consumers get together on a common program? These are some of the questions discussed by Dr. W. G. Meal, extension economist in New Jersey.

IN THE oldtime pioneer American community the getting of enough food was all too often a serious matter. But when there was plenty of food no neighbor who had had hard luck was allowed to go cold and hungry. These friendly, neighborly relations show that the only possible prosperity is a prosperity that is shared. In fact, our forefathers were sometimes brought face to face with the threatened breakdown of the community altogether when many did not share in the necessities of life. They could not justify nor could they afford to tolerate for long a situation where serious hunger and want took their places alongside of plenty.

In recent years we have had in this country a somewhat similar situation—an economic nightmare of poverty and privation, and abundant food. We have had bins and storehouses crammed with food, and homeless men and women picking stuff to eat out of garbage cans right in the same towns. We have had farmers dumping milk and children in cities only a few miles away suffering from malnutrition and starvation. This is the cruelest paradox of modern times—hungry people without money outside the display windows of stores and restaurants staring wistfully at an abundance of food, offered cheap, inside.

Relief Given

We saw plenty of that last winter. Our Government intends to see to it that

we are not going to go through another winter like that one. President Roosevelt has inaugurated a new national policy which provides for the direct Federal purchase of food and distribution to the people who must have it for health and strength. It proposes that we produce the necessities of life not merely for all who can buy them, but for all in this country who need them. We have in this country three and one half million families—16,000,000 people—on local relief rolls who need this direct assistance. This big job of furnishing food to 13 percent of our population will be handled through a nonprofit governmental corporation, the Federal Emergency Relief Administration.

When President Roosevelt proposed this bold and direct transfer of farm surpluses to hungry people, the distributors of food, as well as the growers of it, approved the plan and offered their experience and help without profit either in manufacture or distribution.

Surpluses on the Farm

This strikes straight at the dilemma of surpluses on the farm and underconsumption in the city. For example, the three and one half million families can readily consume 2,000,000 pounds of butter a week besides the meager amount they are now getting. That might reduce the butter surplus to normal within 8 months. It would also be possible for these families to consume large quantities of other surplus commodities, such as pork products, milk, and fruits and vegetables.

Planning Production

And, to me, at least, this measure provides definite recognition that the consumer has an important place to be considered in adjusting the production of our farms. This makes possible the

planning of our agricultural production for all of our 125 million people in this country; and if there is also a reasonable prospect of selling something abroad, we can include that in our plans. But the essential thing is that we must and will produce enough for our own people, with the proper margin for safety.

Consumers should realize fully that these plans will not deprive them of any of the necessities of life. Farmers who resent the idea of reducing their production while city people are in dire need of food can now go ahead with their adjustments, confident that consumers always will have adequate food supplies.

This program of Government relief buying is not in itself the entire solution of our agricultural problem. It does enable us, however, to combat the forces of depression on still another front.

Adjustments Being Made

Consumers have a vital stake in the success of the Farm Act in its attempts to restore American agriculture and to fight the forces of depression. The extremely small processing taxes which they now pay—a half cent per pound loaf of bread and a few cents for a purchase of cotton goods—are insurance premiums needed for the endowments which consumers will collect later in the full recovery of business and commerce. This cannot come until farmers, who constitute one third of our people, regain their buying power for the goods of city labor. To do this they must first obtain fair exchange values for the products that they have to sell. The adjustments already made thus far in wheat, in cotton, and in hogs are the first efforts in that direction.

There is still a long way to go. But this program can move ahead with greater force than ever now that it is certain that the hungry will be fed and consumers have even more definite recognition in the planning of our national debt.

Improved Farm Living

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report of his or her experience; fourth, he or she agrees that within 4 years each will supply a like scholarship to a new volunteer. The organization is headed by a group made up of the officers of the patrons' association and a representative of the volunteers. The revolving fund that has been established by this organization now amounts to over \$6,000.

It is interesting to note that even in the last year, one of the depression years, when farmers were having as much trouble as the rest, the enrollment for every group was considerably increased. Yes, father and mother also attend as they have 1 week apiece, and have the time of their "young" lives.

MANY rural schools in Shelby County, Tenn., now have a good supply of canned goods, fruits, vegetables, and

meats on their pantry shelves ready for hot school lunches this winter. All during the summer months, the rural women met in the schoolhouse and under the direction of the home demonstration agent canned their winter food supply and in return for using school equipment left some of their canned goods in the school pantry. Supervision of the school lunch departments is given by the home demonstration agent and the home economics teachers in these schools.

Texas Girls Study Clothing

THESE ARE just a few of the 101 girls in Washington County, Tex., who have planned their own wardrobe and made their own clothing at an average cost of \$16.58 for each girl during the 10-month period from November 1, 1932, to September 1, 1933. The cos-

posed of a president, secretary, and one elected member from each club. The council plans county-wide events such as the encampment held in June for both boys and girls in the county. This is principally a recreational feature to which the girls



umes they are wearing are samples of the work they can do.

Some of the girls, besides doing their own sewing, are doing the family sewing as well. Their reports for the 10 months show 1,289 garments made at a cost of \$726.39, which they estimate is a saving of \$771.09. They have also mended 1,257 garments.

Each girl took an inventory of her own clothing and planned her complete wardrobe. She studied the appropriateness and completeness of each costume and learned the place which posture and good grooming play in the role of the well-dressed girl.

Major Demonstrations

Club girls in Washington County are required to take two major demonstrations, poultry and clothing. "Poultry was chosen", says the home demonstration agent Lena Lloyd Wollschlaeger, "because it affords a means of making money and because there is a decided need to better the management of poultry flocks in the county. Clothing was chosen to give an opportunity to spend wisely the money made on poultry and at the same time to encourage saving and improving the appearance of the farm family."

There are nine organized girls' clubs in the county, and a county council com-

look forward each year. Most of the girls make uniforms which are judged at the encampment for the quality of workmanship.

Short Courses

Another feature of the club year which serves to hold the interest and also adds to their training is the State short course. A number of scholarships are available each year, and as many girls as can do so earn extra money to pay their own way to the short course.

These girls have also been remarkably successful with their poultry project. In 1932, the 103 girls who kept 4-H poultry flocks made a net profit of more than \$4,500. Much of this, the girls learned to spend wisely on pretty appropriate clothing. The records of the girls on this page show what these wide-awake girls are doing under the direction of Miss Wollschlaeger.

Ruby Nordt has just finished her fourth year of clothing work having done all the family sewing as well as her own. She made 30 garments for the family at a cost of \$20.95. Her own clothing cost just \$16.50. Having assembled and made an attractive wardrobe, she turned her attention to the proper care of her clothing. With the help of her father she built a clothes closet for \$7. Ruby is



also an excellent poultry manager. Last year she had a brooder house built, built a brooder, and raised 303 out of 325 chicks.

Her records showed a net profit of \$1.75 per bird on her flock of 69 hens.

Lillie Ahrens is also a fourth-year girl. Since November 1, 1932, she has made 50 garments for herself and her family at a cost of \$23.82 valued at \$67. On her own clothing she has spent \$11.49. She says, "I used to wear my dresses too short but now I am a clothing demonstrator, I plan my clothes very carefully and I have learned to make stylish looking clothes."

Farm Income and Farm Homemakers

Farmers' wives contribute much to farm cash incomes, according to a recent study made in Vermont. The garden, poultry, management of tourist accommodations, and the operation of roadside markets are a few of the things which have enabled the farm women to contribute their share of the cash income during the past few years. This effort on the part of the homemaker has been the result of her desire to raise the family standard of living. The education of the children of the home was one of the influences which promoted her efforts. From \$12 to \$741 was added to the income through the wives' interest, the average for the group being \$188. It was found that the greater number of wives on farms having an income of \$1,000 to \$2,000 were in the contributing group. A study was made of the location of the farm and its relation to the wife's contribution.

This information in detail is contained in the Vermont Experiment Station Bulletin 355 "Cash Contributions to the Family Income Made by Vermont Farm Homemakers", by Lillian H. Johnson and Marianne Muse.

Production Credit for Agriculture

An Interview with S. M. Garwood, Production Credit Commissioner, Farm Credit Administration

This is the second of a series of interviews especially prepared for readers of the REVIEW on the new deal in farm credit. Another story will appear in the near future.

S. M. GARWOOD, production credit commissioner for the Farm Credit Administration, has one of the biggest, toughest jobs in the Government's new farm credit program.

His is the job of providing a sound coordinated production credit system for agriculture; a system that will consist of a production credit corporation in each of the 12 Federal land bank districts and hundreds, maybe thousands, of local production credit associations. These associations are to be operated and controlled by farmer-borrowers. Eventually they may be owned by farmers.

On entering Mr. Garwood's office for an interview, I found a man of about 40 with iron-gray hair, brown eyes, sturdy physique. Quiet, capable, friendly, about describes this man who just a few years ago organized and supervised a State-wide system of agricultural credit in Arkansas.

I pulled a chair around in back of his desk and fired my first question, "What is the Government doing to take care of the farmer's production-credit needs?"

He smiled and thoughtfully began to unfold a story of agriculture's need for a permanent, sound, production-credit system, how such a system ought to be self-supporting, how farmers who borrow for production purposes should control it, and how some day it should be owned by farmers.

"You see", he said, "it's not a kind of porous plaster that we are attempting to apply to the backs of debt-ridden farmers; rather, we are providing facilities for a credit system that will contribute in a permanent way to a solution of some of agriculture's financial problems.

Organization

"The system is organized like this: First, We are establishing production-credit corporations in each of the land-bank districts. These corporations are capitalized for seven and a half million dollars each. The money is paid in on behalf of the Federal Government by the Governor of the Farm Credit Administration.

"The corporations don't lend this money to farmers, but use it in capitalizing local production-credit associations which they help to organize. The associations make loans to farmers. After the associations are organized, the corporations have certain supervisory functions over them. For instance, they prescribe the rules and regulations under which loans can be made. They determine the interest rate to be charged for loans and the form of security that will be required. They outline, in general, how the associations are to be operated."

"And how do farmers get loans for production purposes?"



S. M. Garwood.

"It's really very simple", he replied, swinging around in his chair. "First, if a production credit association is not already serving their area, they should organize one. To get information on how to organize they should write to the production-credit corporation in their district. Upon request the corporation will send a representative to discuss with them the charter, bylaws, regulations, and so forth, of the proposed association. Any 10 or more eligible borrowers can form an association to provide production credit for their county or counties; but, an association should have as many members as is consistent with sound policy. It takes a pretty good-sized association to operate economically.

Organizing the Association

"In organizing an association, farmers are required to buy an amount of stock in it equal to 5 percent of the money they borrow. They do not purchase stock until they actually borrow. This also applies to all borrowers after the association is organized. The stock is known as class B stock. It carries no

double liability and entitles its owner to one vote at association meetings regardless of the amount he owns. Money for the sale of this stock is used to buy Government bonds and is a part of the association's capital.

"But by far the greater part of the capital is provided by the production-credit corporation serving the district. The corporation; you know, will subscribe and pay for stock in the association amounting to 20 percent of the loans to be made. This stock is known as class A stock. It entitles its owner to first claim upon assets in case of liquidation, carries no double liability, and is nonvoting. Both kinds of stock share equally in all dividends.

"Now the money obtained from the sale of class A and class B stock is invested and deposited as security with the Federal intermediate credit bank in the district. Interest earnings on the bonds become a part of the association's income.

"The money the association lends to farmers is obtained by rediscounting farmers' notes with one of the Federal intermediate credit banks. Ordinarily, the association can rediscount such notes up to from four to six times its capital and surplus."

I asked another question. "What is the job of the local production credit associations?"

Local Associations Are Important

"The local production credit associations might be called the foundation upon which the entire system is built. They are mighty important units. They examine all security and make loans to farmers for production purposes. Such purposes include the producing and harvesting of crops; the breeding, raising, and fattening of livestock; and the production of poultry and livestock products.

"Most of the loans are made for less than a year. No loans are made for more than 3 years. They are secured by a lien on livestock, growing crops, and other kinds of personal property.

"Right now these associations are being organized in scores of counties throughout the country. I believe by working with the production-credit corporations and the Federal intermediate credit banks, they will help provide a sound, coordinated production-credit system for agriculture."

Subsistence Gardens Flourish

AMONG the many extra and emergency calls which have been demanding the attention of extension agents in every State are the subsistence gardens and food preservation for the unemployed. In the South, the gardens were commonly called "R.F.C. gardens", as the money for seed and other expenses came from the Reconstruction Finance Corporation. In other places, Red Cross and local relief funds were used.

Such a group of inexperienced gardeners would not have had the excellent results reported from so many quarters this fall if it had not been for the supervision and training given by extension agents. Bulletins were written and distributed giving directions for planting and caring for the gardens. Demonstrations were given and leaders appointed to follow up this instruction and give help where it was needed. The experienced local leaders in gardening and canning have proved invaluable in this work, and these rural men and women have given of their time freely and gladly.

Land suitable for gardening in many localities lay idle. With a little expense it could be made to produce food for those who were really in need. Vacant lots, idle estates, donated farm acreage, public lands, and any other land that could be obtained were included in this plan of food production for home use.

This land then had to be prepared for planting, seed procured, garden plans devised, and areas allotted to individuals. These were just a few of the problems the agents had to face.

Surplus Saved

When these gardens started to produce, most of them had a surplus over the immediate needs. Was this to be wasted? Cans, jars, pressure cookers, and other canning equipment were donated by individuals and organizations, or bought with relief funds. Community canning centers were organized and can-



Some of the vegetables from a community garden in Oxford, N.C., canned at a community canning center. More than 5,000 quarts of vegetables, 80 bushels of potatoes, and 300 gallons of dried beans and peas are available for winter relief from the community garden.



The city community garden in Durham, N.C., which was reclaimed from marshy land and cultivated for the first time. Corn, turnips, okra, and collards were grown.

ning schools were scheduled to train leaders who would carry the instruction further until all subsistence gardeners had had a chance to preserve their garden surplus. The actual value of the food produced and saved in no way indicates the value of service to humanity. People who last spring had to face the world as charity dependents, who had no assurance of how long this aid would last, are now proud of the shelves of food, canned and grown by themselves, which will guard them against the perils of the coming winter. They are the ones who can tell of the aid of the county agent and the home demonstration agent.

Some idea of the extent and value of the plan can be obtained from a few of the reports that have come in from the States.

In Kansas, 63 of the 78 counties in the State had plans for subsistence gardens, some of which were individual gardens and others on a community plan. It is estimated that 16,000 or more families have taken advantage of the various plans. The expense of starting the gardens was very small in comparison with the returns in the form of food.

Health Improved

In New Hampshire free seed, plants, and fertilizer were furnished to nearly 6,000 families who made application for this help. Some of the gardeners valued their produce at over \$200. The doctors and school nurses in several places have

noted the improvement in the health of the children whose families have had fresh vegetables from this type of garden this summer. More than 500,000 jars of food are on the shelves of these families for the coming winter. Special schools have been held to aid the people in planning the most advantageous use of the food they have saved.

West Virginia, with its population of miners who have been out of work during the depression, estimates that 89,000 subsistence gardens produced food valued at over \$6,000,000. Governor Kump has offered a prize to the best kept garden to be selected and judged by the county agricultural agents. Large quantities of the foodstuffs have been canned for the winter.

From Arkansas it is reported that more than 500,000 cans of food have been preserved in canning centers operated under the supervision of the State home demonstration agents. Five hundred women were given special training and then placed in charge of the centers. It is estimated that 17,000 men, women, boys, and girls aided in this canning; 12,000 pounds of kraut and 7,346 pounds of dried fruit are only a part of the work that has been done. This will insure a supply of food to the needy for the winter months. Large amounts of meat will be canned in the near future.

In Oklahoma, instead of community canning centers, relief money was used to buy sets of home canning equipment. Women members of home demonstration clubs who had been trained by home demonstration agents were given some

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A Recreational Program in California

IN THESE DAYS of too little money for recreation and too much blue depression talk, home-made fun is more and more in demand among farm people. They eagerly accept recreational leadership and ask for more. The recreational phase of the California extension program has been especially successful.

It began as far back as 1920, when Butte County had a rural supervisor connected with the schools. During the winter the county agricultural agent, the home-demonstration agent, and the county librarian cooperated with this supervisor to provide recreation and entertainment at the evening farm bureau meetings. This effort was so successful that a "demonstration evening" was given to the home-demonstration workers at their annual conference in the spring of 1921, with several agricultural extension service men workers also attending.

This gave immediate impetus to recreation in all parts of the State, with the farm women joining the home-demonstration agent in organized play, through games and folk dancing, at the evening center meetings. Some counties began to train their men folks to help as play leaders by having an hour of games and recreation following the lunch hour of the monthly meeting of farm-bureau directors. As a consequence, fun nights began to be a real part of the evening center programs in many parts of the State, with some of the most interesting results. Besides oiling up the joints, the fun increased attendance, and broke down severe prejudices. One night at the height of the fun, a farm-center director said: "See that couple doing the folk dance together, and visiting and laughing? Well, it's the first time they've spoken in over a year."

After a few years the farm home department of the farm bureau (the department through which home demonstration-work functions) adopted recreation as a State-wide program to add interest to the evening center programs and to develop more forms of recreation for the farm women. Enthusiasm for evening recreation, however, might have lagged, and even withered away, had it not been for the spirited and enlivening influence and splendid subject matter brought for the last several years by the representatives of the Playground Association of America.

The result of these combined streams of interest has been to include in most counties some form of recreation in the year's program, and to effect an organization to carry it out. Lassen and Merced Counties have their county and center committees, with plans made ahead for the year. Santa Barbara County has its merry-makers' club, with representatives in each center, and with visits to the different centers during the year. Imperial County has a recreation council which has delegates from each center meeting once a month for training. In addition, at each training meeting some group is invited, such as county supervisors or commissioners, or farm bureau directors, to educate them in the possibilities of organized play. And, so it goes all over the State.

The other form of activity which interests California farm women is recreation for their own groups. Five years ago the counties that had carried on home-demonstration work for 10 years began to celebrate their tenth anniversary. Opportunities for fun and information are boundless. Candle-lighting ceremonies, with "light" passed on from the university, through its county representatives, the home-demonstration agent,

to the county and center chairmen, and the project leaders to the members, is most impressive. Seven counties are now preparing for their fifteenth anniversary.

High jinks are celebrated each year in practically every county carrying on home demonstration work. Plays, stunts, and other forms of entertainment and recreation constitute the program. A popular form of entertainment is the pageant, which lends itself admirably to large numbers and to costuming. Since California history is so rich in colorful events, the history of California agriculture has been an especially good pageant subject, commencing with the Indians and tracing on through the Spaniards; the padres; the Forty-Niners, with their gold diggers, covered wagons, confidence men; the Chinese; then the more recent growth of agriculture; and finally the coming of the Agricultural Extension Service.

Camps

Farm women's camps have also developed steadily. This year 3 counties sent nearly 200 women for a week's outing at Yosemite; 5 counties gathered a goodly number of farm women for a week at Whitaker Forest, a university recreation ground in the high Sierras; and 2 other counties held camps of their own with large attendance.

Organized play, when first started in California, was recognized as a normal part of a personal and group program. In the last few years it has become an inspirational substitute for the otherwise impossible vacation. At a recent farm home department picnic, when a spirited baseball game was at its height, a town woman said: "This is the most interesting thing I've seen in California. I didn't dream the farm women could play together like this." At one of the summer camps a visiting 4-H club girl said: "I can't believe they are farm women. Why, they don't even look worried!"

Subsistence Gardens Flourish

(Continued from page 109)

special instruction in taking these outfits to the homes of those who had a garden surplus and helped homemakers put up a winter's food supply in their own kitchens.

The Virginia Extension Service has received reports from 38 counties recording that home demonstration agents have aided in more than 16,000 home gardens

and have held canning demonstrations in 673 communities. Volunteer workers have been of great help in this program.

In 55 counties in Colorado, 25,000 family subsistence gardens produced food valued at over \$2,000,000. Reconstruction Finance Corporation funds were used here to help those who were willing to help themselves. A return of over \$1,000,000 is reported on \$21,000 invested in these gardens.

The large factor in this movement has not been the number of gardens raised,

in the dollar and cents value of the food produced, or in the number of jars that now guarantee food for the winter months. It has been the effect of this industry upon the people who have taken part in the activity. They have learned that they can in a way support themselves, that they can have better food and as a result better health. It has given them a freedom from the charity rolls, and it has given them physical action which in turn has its effect upon their mental attitude toward life.

Arkansas Women Enjoy Council Meeting



Farm women at Camp Pike lived in regulation Army tents.

UNDAUNTED by hard times and talk of continued hard times, 1,034 Arkansas farm women found a way to get to their 2-day annual home demonstration council meeting held early in September at Camp Pike, a National Guard camp 10 miles north of Little Rock. About 200 more came for a day or a day and a half. They came from 369 different communities, and from 61 of the 75 counties in the State.

Because of decreased appropriations and depleted funds in general, it was not thought expedient to hold the annual Farmers' Week at the College of Agriculture, University of Arkansas. The Ar-

kansas Council of Home Demonstration Clubs, made up of 68 county councils and 1,000 local home demonstration clubs, which has heretofore held its annual meetings during Farmers' Week obtained permission from the State adjutant general to hold the meeting at Camp Pike. The prospect of "going military" for a time appealed to the women; the idea grew, and the women came in trucks, in busses, and in private cars. More than 500 women brought home-grown groceries in lieu of the charge of \$1.50 made for meals. All paid 50 cents for incidental expenses. Twenty-five Army cooks and cook's helpers and an expe-

rienced Army mess sergeant made the 2 days a real vacation. Housed in squad tents, six to a tent, the women found little room for housework. Each woman washed and dried her own plate, cup, knife, fork, and spoon after meals in the best soldier fashion, tucking them into a paper bag to keep them clean.

The program was varied. A pageant, Childhood Treasures, written by a county home demonstration agent, was presented by home demonstration club women, who are carrying parent education and child training. An exhibit of canned products, rugs, mats, baskets, and needlework bore the sign, "These products added cash to farm-family incomes in 1933." One hundred and ten women representing their counties in one or more of the cotton-dress contests (house dress, afternoon ensemble, and church ensemble) marched in review before the audience as the winners were announced. Instruction and illustrated-lecture demonstrations on home industry subjects occupied one afternoon, and on another afternoon a lively debate was held by four home demonstration club members on the subject, Resolved that the Back-to-the-Land Movement is to the Best Interest of the People.



A few of the more than 1,000 farm women registering and receiving tent assignments at Camp Pike.

New Motion Pictures

FILMS dealing with the agricultural crisis, the "A B C" of forestry, and the control of mosquitoes are among recent motion picture releases announced by the United States Department of Agriculture.

"The Agricultural Crisis" (one-reel silent) presents a graphic summary of the causes that have contributed to the depression, with special reference to farm products.

"Too Much Wheat" (one-reel silent) shows by animated graphs how the wheat surplus has piled up year after year since the beginning of the agricultural slump.

"The A B C of Forestry" (one-reel silent) was made especially for use in the Civilian Conservation Corps camps. It is designed to convey elementary information about the forest and the practice of forestry.

"Mosquitoes" (three-reel silent) covers broadly the life history of the mos-

quito and approved methods of mosquito control. This picture includes many striking underwater microscopic shots of mosquito larvae and pupae. Control methods followed in New Jersey and Florida are featured.

"Horses and Bots" (two-reel silent) shows types of botflies that attack horses and mules, and outlines methods of treatment and eradication.

"It Might Have Been You" (one-reel silent) portrays a disastrous forest fire that in 7 hours destroyed 23,000 acres of timber and 25 ranch houses and rendered more than 100 people homeless—all due to carelessness of a smoker. It shows what is done to prevent such a catastrophe.

These films may be borrowed by application to the Office of Motion Pictures, United States Department of Agriculture, Washington, D.C. No rental is charged, but the borrower must pay transportation.

National 4-H Club Radio Program

Annual Theme: 4-H Club Work Has Educational Value

Saturday, December 2, 12:30 to 1:30 p.m., Eastern Standard Time

4-H Club Members Learn Leadership Principles.....	4-H club boy winner of Moses Leadership Trophy.
My Experience as a 4-H Club Member and Local Leader.....	4-H club girl winner of Moses Leadership Trophy.
Training 4-H Members to be Leaders.....	R. A. Turner, Extension Service, United States Department of Agriculture.
4-H Leadership at Work.....	G. E. Farrel, United States Department of Agriculture.

National 4-H music-achievement test: Conclusion of the 1933 national 4-H music-achievement test. The United States Marine Band will play a selected list of compositions chosen from the numbers played during the year. All the 4-H club members and their friends will be urged to identify these compositions as they are played, by writing the name of the composition and the name of the composer. The correct list will be announced at the close of the broadcast.

A FARM-ACCOUNTS club has been organized for older 4-H club boys in Carbon County, Pa. The six charter members have all carried several 4-H club projects to successful completion. Four of the boys are high-school graduates and the other two are now in high school. Each will keep accounts for his father's farm.

OVER 2,000 women attended the thrifty clothes exhibits recently held in 10 counties of Vermont. The exhibits were put on by the women themselves, 200 taking part as co-operators, presenting practical demonstrations of what can be done in the way of purchasing, making, and renovating garments.

THE South Dakota Extension Service is inaugurating a new service for home-extension clubs and other organizations of women. The service consists of a circular letter mailed periodically to presidents and chairmen of women's organizations. This circular letter will be short enough to be read at meetings in 5 or 6 minutes, and will contain digests of information released by the National Consumers' Counsel.

Century of Song

Every county in West Virginia participated in some way in the West Virginia Festival Chorus held as a part of the Mountain State Forest Festival at Elkins.

More than a thousand singers from all parts of the State joined in the chorus as a culmination of the year's music program for the State that has been promoted by the West Virginia Agricultural Extension Service in cooperation with nine or more interested organizations.

The chorus program represents a Century of Song in West Virginia, with a brief prologue extending from the earliest mountain songs down to the melodies of present-day composers, and is the initial program of a State-wide character to be presented in West Virginia. It will be organized in county units, each forming a part of one of five sections presented by districts, and is the outgrowth of a series of festivals held at various points in the State throughout the year with a view to developing a common literature of song.

One of the features of the year's program built around the idea of a Century of Song in West Virginia has been the collection of the State's best songs, which are soon to be published in a West Virginia community song book that will be made available to those interested in promoting music and singing as a means of recreation and culture. More than 300 farm women's clubs, each of which has been acting as a local committee for the advancement of music in the home, community, and church, and encouraging 4-H clubs to develop the musical abilities of their members, will continue to serve as the local units through which the program will be further developed and carried on.

EVERYTHING in many a Hidalgo County, Tex., farm home was damaged by the recent hurricane except the 4-H pantry products, says the home demonstration agent. Full of products properly canned and well stored, these pantries became centers of food distribution to unfortunate neighbors after the storm.

A PERSONAL STATEMENT TO EXTENSION WORKERS

THIS CAUSE—*Equality for Agriculture*—goes deep with me. When I was a boy on a farm in Illinois, one of the first things I remember vividly in connection with farming is that my family moved from one farm and later from a second one because we could not make the grade. I said to myself at the age of 18 that I would not count on farming for a living, but go to town, make my money there, then come back and live in the country the way I wanted to live.

That is what I was doing in 1920 when the rest of the country started putting the screws on agriculture again. Then I got mad and came out of my hole to fight.

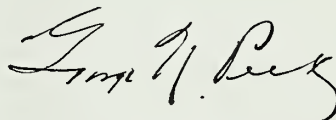
It took 12 years for that fight to come to a head. Now I'm enjoying it. It's out in the open now, clear-cut. And at last we've got most of the better city people and most of the economists and educators openly on our side.

Back in the McNary-Haugen days there were plenty of times when business men and agricultural college workers I had thought of as friends all my life would see me coming and would cross the street rather than be seen talking with me.

In the last campaign President Roosevelt declared for a New Deal for reorganizing agriculture, the base of our national structure; for getting the money out to the land, to move up from there and invigorate the entire body of our society.

He said that the Department of Agriculture and all its outposts and extensions would be reorganized for active basic economic planning and sweeping adjustments.

Immediately upon election we moved in that direction. We are still moving in that direction; and we have just begun. I want to say that the progress we have made would have been impossible without the sound and willing support that long-established bureaus of the Department of Agriculture, the State agricultural colleges, the teachers of vocational agriculture, and the Extension Service, particularly, have given our adjustment programs from the start.



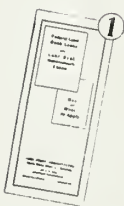
Administrator

AGRICULTURAL ADJUSTMENT
ADMINISTRATION

When they Ask About Credit—



Here's Where to Find the Answers



Federal Land Bank Loans

Federal Land Bank Loans and Land Bank Commissioner's Loans, Circular 1, tells you how and where to apply for long-term and intermediate credit. Some of the subjects discussed in this circular are: How much may be borrowed, purposes of loans, repayment of loan, the present reduced interest rate, cost of obtaining loans, and where to apply. The section on loans by the Land Bank Commissioner deals with such topics as the scaling down of debts, interest rate on loans, appraisals, repayment of loans, and where to apply.



Questions on Land Bank Loans

Federal Land Bank and Land Bank Commissioner's Loans, Some Questions and Answers, Circular 4, helps you in finding answers to the more common questions farmers are asking about mortgage loans and loans to refinance old debts. Some thirty-eight questions are asked in the pamphlet. The answers to them should prove helpful in advising farmers on credit matters.



Refinancing Farm Debts

Refinancing Farm Debts with a Commissioner's Loan, Circular 2, discusses in question and answer form the way loans of this kind are made. Appraisals, scale-downs, interest rate, cost, repayment, and size of such loans all receive attention in this circular.



Agricultural Financing

Agricultural Financing Through the Farm Credit Administration, Circular 5, discusses the entire new farm credit set-up. It explains how old credit agencies have been reorganized, and how the various kinds of credit are being made available to farmers.



Production Loans

Loans to Farmers Through Production Credit Associations, Circular 3, explains how the new production credit system is being organized and how loans will be made to farmers for general agricultural purposes. It discusses the general problem of production credit and shows what is being done to solve it.



Highlighting Production Credit

Three Steps to Production Credit, Circular A, gives in concise form how farmers may obtain production credit, how production credit associations may be formed, and how they are supervised.



Organize for Production Credit

Organize for Production Credit, Circular B, discusses in detail how production credit associations should be organized and how through them farmers may obtain loans for general agricultural purposes.

FARM CREDIT ADMINISTRATION

Wm. I. Myers, Governor

Washington, D.C.

To Get these circulars

write the regional offices of the Farm Credit Administration in the following cities: Springfield, Mass., Baltimore, Columbia, S.C., Louisville, New Orleans, St. Louis, St. Paul, Omaha, Wichita, Houston, Berkeley, Calif., Spokane.